

Attachment C
Managerial and Technical Resources
(Attached)

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SUMMARY

Telecommunications sales, service and marketing professional with extensive experience in product development, management and integration and on-going management of multiple sales channels. Channel management experience includes outside/direct, inside/telesales (inbound and outbound), outsourced telemarketing, agents/VARs, retail. Significant experience in all phases of strategic sales/marketing planning, targeting, automating, training and on-going management of multiple channel organizations.

PROFESSIONAL EXPERIENCE

Trans National Communications International, Inc - Boston, MA. February 1998 to date **President**

- Responsible for transitioning this long distance reseller to an integrated communications company.

Senior Vice President of Sales

- Took additional responsibility for inside sales channel
- Increased revenue 50% year-on-year.

Vice President of Sales

- Opened up a new agent sales channel for long distance reseller

FaxNet Corp - Boston, MA. October 1996 - February 1998

Vice President of Sales

- \$12 million start-up Corporation, developing and marketing enhanced fax services to businesses. Total of 92 employees.
- General management responsibility for all sales channels, including direct mail, outside, outbound telesales, outsourced telemarketing, agents and retail.
- Management responsibility for internal organization of 34 sales and administrative professionals. Direct management of outsourced telemarketing relationships.
- Responsible for entire sales budget of \$12 million in annual sales, 24,000 new accounts - first budget year. Current projection to attain in excess of 120% of new account goal, while maintaining initial expense budget.
- Direct management responsibility for team of 4 managers and 2 sales administrators.

WearGuard Corp - Norwell, MA..February 1995 - October 1996

General Manger/Director of Sales

- \$100 million division of Aramark Corp, selling customized uniform and safety wear.
- General management responsibility for Business Sales Division.
- P&L responsibility for sales and service organization of over 60 direct, telephone sales and account management representatives.
- Develop Division strategy, annual budget, sales/marketing/service organization plans.
- Attained annual sales growth in excess of 40% to over \$35 million, without increasing initial sales organization.
- Direct management responsibility for team of 6 sales managers, training and administrative staff.
- Major accomplishments include complete realignment of sales/service organizations including sales methodology, training, development of strategic account plans, development of vertical market sales territories/plans/goals.

Software Spectrum Inc. - Garland, TX. October 1993 - February 1995

Director of Sales & Service

- \$250 million software/hardware reseller.
- General management of organization of over 100 sales representatives, including direct, outbound sales, catalog -sales, inside sales/service, multi-level help desk personnel.
- Responsible for over \$100 million in annual sales revenues.
- Direct management of 7 sales managers, 2 product managers and 1 VAR manager.
- Major accomplishments include increasing AGP and net operating profits by over 80%, development and implementation of comprehensive sales/service training programs, as well as development and implementation of custom sales automation for all telephone and field sales representatives.

McCaw Cellular Communications - Oklahoma City, OK. January 1992 - October 1993

Director of Sales and Marketing - Southwest Region.

- P&L responsibility for all product, sales and marketing in the Southwest Region.
- Sales management includes field, telephone, retail, agents and customer service groups.
- Organization responsibility over a 6 state region consisting of over 200 sales reps, 20 managers and 9 direct reporting managers.
- Annual revenues in excess of \$250 Million.
- Major accomplishments include sales results of 107% of budgeted revenues on 103% of sales, development and implementation of centralized telephone sales, account management and service teams, and development, integration and management of multichannel sales/marketing strategic plans.

US Sprint - Kansas City, MO. May 1989 - January 1992

Assistant Vice President - Business Marketing Group

- Sales and general management of all non-direct sales channel business revenues.
- Management and service of customer base with annual revenues in excess of \$150 Million.
- Management of division of over 90 sales and service representatives.

Director - Emerging & Enabling Technologies

- Direct responsibility for all product related joint ventures, acquisitions and complementary marketing relationships.
- Management of staff of 10 corporate development specialists.

Director - Product Management

- P&L responsibility for 800 and 1+ switched and dedicated business services.
- Responsible for product direction, price, advertising and sales promotion.
- Management of staff of 8 product managers.

NYNEX / AT&T - Boston, MA. June 1980 - May 1989

Staff Director - Regional Services Planning

- Product management of intelligent network products.

Account Executive and other professional positions, 1980 - 1986.

EDUCATION

Merrimack College; North Andover, MA. Graduation 1980. B.S. Majors: Accounting, Finance.
University of New Hampshire; Durham, NH. 1982,83. Executive MBA - AT&T Sponsored.

CHARLES R. LUCA

2 Charlesgate West

Boston, MA 02215

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PROFESSIONAL EXPERIENCE:

SENIOR VICE PRESIDENT/OPERATIONS

April 2001 -- Present

TRANS NATIONAL COMMUNICATIONS INTERNATIONAL, Boston, MA

- Direct consolidation of all operational departments under single management program
- Integrate all new program options into operational flow and procedure management
- Re-organized Information Systems department to centralize and standardize all systems programming, tracking, reporting, and systems replication
- Directed the conversion of TNCI's Billing Program to a Y2K compliant Windows-based application
- Coordinated move of entire sales & service operations to corporate headquarters with zero business down-time
- Co-authored revised Auth.ANI Status Reporting Program based on IntraLATA/InterLATA designations

VICE PRESIDENT/CUSTOMER CARE, RETENTION, & ACTIVATIONS August 1998 – April 2001

TRANS NATIONAL COMMUNICATIONS INTERNATIONAL, Boston, MA

- Direct expanded department which supports customer operations from order entry, through activations provisioning, through daily support and service, to retention and winback
- Redefined the goals of Order Provisioning to provide more automatic processing, accurate performance reporting, systems checks and balances, and greater service support
- Re-organized departmental management to secure goal-oriented leadership, industry knowledge, customer support, and systems integration
- Chaired task force for new systems integration, Y2K compliance, and data analysis review

ASSISTANT VICE PRESIDENT/CUSTOMER CARE & RETENTION November 1994 – August 1998

TRANS NATIONAL COMMUNICATIONS INTERNATIONAL, Boston, MA

- Integrated two separate Residential & Commercial Customer Care Departments into one working unit of 40+ staff in a 24x7x365 environment for Long Distance Reseller
- Developed and integrated Residential & Commercial Retention Programs into the Department and exceeded company goals of Revenue return
 - Residential: 19% Account Winback of Contacted Deactivated Base
 - Commercial: 53% Revenue Winback/Save/Retention of Deactivated Base
- Directed liaison process with the multi-carrier long distance account teams
 - Sprint
 - WilTel/Worldcom
 - Frontier
 - Link USA (Calling Card Program)
- Integrated additional products (paging/e-mail/LD tracking software) to the core business
- Developed 3-step candidate interview process to optimize hire of best potential Staff
- Developed CC&R career pathing goals and opportunities to improve promotion from within while ensuring overall company experience and knowledge retention
- Re-organized scope and goal of Departmental Training Process:
 - Standardized intra-/inter-departmental procedure training in conjunction with Sales/Operations/Credit
 - Integrated cross-functional training programs to maximize staff efficiencies and economies of scale
 - Developed Customer-Focused L.A.S.T.I.N.G. Service Training Module

- Designed Customer Service motivational seminars to enhance staff performance
- Introduced state-of-the-art ACD management systems & report analysis to improve goal attainment
- Managed \$1M Award-winning Customer Care & Retention G&A budget (17% under budget for 1996)
- Core Team Member of company strategic planning committee to identify core competencies & establish 1-5 year company business plan goals

COMMERCIAL CUSTOMER SERVICE MANAGER

November 1992 - November 1994

TRANS NATIONAL COMMUNICATIONS, Boston, MA

- Developed Commercial Customer Service Program
- Designed, developed, and implemented Customer Service policies and procedures
- Hired, trained, developed, and promoted 20+ Customer Care Specialists
- Created, implemented, and tracked operational goals
- Created and developed Customer Service Training Manual
- Designed, developed, and implemented service scripts
- Designed and developed the technical requirements for:
 - System Service Screen Module
 - Reporting/Tracking
 - Productivity goals

MANAGING PARTNER

March 1991 - October 1992

INTERNATIONAL TRAVEL ASSOCIATES, Needham, MA

- Developed and implemented Customer Service Policy for Corporate Travel Company
- Redesignated and introduced PC-based systems
- Closed sales with largest in-house contracts
- Managed office administration and accounting

OPERATIONS MANAGER

February 1989 - December 1990

JWP INFORMATIONS SYSTEMS, INC., Dedham, MA

- Directed regional branch operations for 30+ telecommunications technicians for Interconnect Company
- Managed LEC Vendor Office relationship to coordinate systems and dial tone installations
- Redesignated branch policies, procedures, and office staff evaluations
- Supervised payroll, accounting, and credit issue resolution
- Managed warehouse inventory control and facilities maintenance
- Identified and directed appropriate budget consolidation

TELECOMMUNICATIONS MANAGER

November 1988 - January 1989

JWP INFORMATIONS SYSTEMS, INC., Dedham, MA

- Designed and implemented computer Service Dispatch Program module and manual
- Coordinated Service/Installation department work schedules
- Supervised Service/MAC request procedures
- Performed ad hoc troubleshooting to clarify/resolve trouble reports
- Coordinated & supervised local telephone vendor work

SERVICE DEPARTMENT MANAGER

May 1984 - October 1988

TOTAL COMMUNICATIONS & MAINTENANCE, INC.

- Supervised Service/Installation department for PBX Service & Maintenance Company
- Established tracking systems for installation/service/local telephone vendor repair
- Designed and implemented training for Customer Service Representatives
- Promoted from Technical Staff to coordinate operations for 20+ Network Technicians

PROFESSIONAL SKILLS:

- Computer Software: IBM Windows 2000 Microsoft Word, Excel, Powerpoint, Visio, Access
- Documentation Expert: Process Mapping; Flow Charting; Decision Matrixing; P&P Development

EDUCATION:

BOWDOIN COLLEGE

Bachelor of Arts - Magna cum laude

Double Major: Governmental Studies

Romance Languages - Summa cum laude

Brunswick, ME

May 1984

UNIVERSIDAD DE MADRID COMPLUTENSE

Marquette Junior Year Abroad Program

Madrid, Spain

August 1982 - June 1983

PROFESSIONAL EDUCATION:

- Dale Carnegie Leadership Training for Managers
- FORUM P.R.O.G.R.E.S.S. & INFLUENCE Training
- Syntectics Strategic Planning Seminar
- Fred Pryor Management Training Seminar

REFERENCES: Furnished upon request.